

**Oyster Tag Sales By Type**  
7/1/10 -6/30/11

	July	August	September	October	November	December	Totals
Generic Blk/Wht		1,000		5,500	22,650	20,400	49,550
Laser Black/White Generic					15,000	3,000	18,000
Generic Green	5,000	10,000	10,000	20,600		5,500	51,100
Laser Blue	18,000	6,000	12,000	15,000	15,000	6,000	72,000
Personalized Blk/Wht	<u>18,000</u>			<u>16,800</u>			34,800
<b>Total</b>	41,000	17,000	22,000	57,900	52,650	11,500	225,450

Staty Oyster Account:2  
7/1/2010 through 1/20/2011

1/20/2011

Date	N	Description	Memo	Category	Amount
<b>BALANCE 6/30/2010</b>					<b>165,000.00</b>
9/2/2010		LUCIEN GUNTER	Oyster Event travel (DC)	D (TRAVEL) ...	-880.94
10/22/2010		Bank OF AMERICA	Inland Seafood, White Ho...	F (SUPPLIES...	-403.90
10/26/2010		DR. THOMAS SONIAT	Assay for oyster Pekinsus ...	G (PROFESSI...	-1,975.00
12/14/2010		Bank OF AMERICA	Engraving Co, W. Voisin P...	E (OPERATIN...	-124.95
1/14/2011		Bank OF AMERICA	J. Tesvich airfare, ISSC	D (TRAVEL) ...	-281.40
1/14/2011		Bank OF AMERICA	M. Voisin airfare, ISSC	D (TRAVEL) ...	-281.40
1/14/2011		Bank OF AMERICA	W. Collins airfare, ISSC	D (TRAVEL) ...	-281.40
1/14/2011		Bank OF AMERICA	A. Suneri airfare, ISSC	D (TRAVEL) ...	-281.40
1/14/2011		Bank OF AMERICA	S. Slavich airfare, ISSC	D (TRAVEL) ...	-281.40
1/14/2011		Bank OF AMERICA	Shorts travel, agent fee IS...	D (TRAVEL) ...	-24.00
1/14/2011		Bank OF AMERICA	Shorts travel, agent fee IS...	D (TRAVEL) ...	-24.00
1/14/2011		Bank OF AMERICA	Shorts travel, agent fee IS...	D (TRAVEL) ...	-24.00
1/14/2011		Bank OF AMERICA	Shorts travel, agent fee IS...	D (TRAVEL) ...	-24.00
1/14/2011		Bank OF AMERICA	Shorts travel, agent fee IS...	D (TRAVEL) ...	-24.00
1/19/2011		MIKE VOISIN	Orlando ISSC travel reimb...	D (TRAVEL) ...	-495.74
<b>7/1/2010 - 1/20/2011</b>					<b>-5,407.53</b>

**BALANCE 1/20/2011** **159,592.47**

**TOTAL INFLOWS** **0.00**

**TOTAL OUTFLOWS** **-5,407.53**

**NET TOTAL** **-5,407.53**



## **Upcoming LSPMB events:**

### **January events:**

Harlon speaks at travel summit in Baton Rouge-Along with Lt. Governor, Harlon will be speaking to travel professionals about the efforts of the seafood board.

### **February events:**

Washington Mardi Gras- Walk the Hill, Let the World Be Your Oyster and Louisiana Alive

Miami Food and Wine Festival-Seafood board bringing up two local chefs, also sponsoring product, including oysters for other celebrity chefs.

### **March**

Boston Seafood Show-New design of 50 x 20 booth including chef demonstrations and product display and new flash photography

Taste of the Town-More than 50 restaurants, this year will be a Louisiana seafood theme

Oyster Jubilee-World's longest oyster po'boy

New Orleans Home and Garden Show-3 days of chef demonstrations, all Louisiana Seafood

In addition to events the seafood board is in discussion with Food Network and has just entered into a partnership with the Hornets that includes several marketing opportunities including the seafood race featuring ACME the oyster.

**Tentative Schedule**

**Gulf Oyster Industry Council  
2/7/2011-2/10/2011**

**Monday, February 7, 2011:  
Molluscan Shellfish Institute meeting  
8:00pm – 2:00pm  
Capitol Hill Suites (lunch provided)**

**Tuesday, February 8, 2011:  
Congressional Office Visits**

**Wednesday, February 9, 2011:  
Congressional Office Visits  
Administrative Office Visits**

**LOTF, ECSGA, & PCSGA Reception/Acadiana Restaurant  
6:00 pm**

**Thursday, February 10, 2011:  
Congressional Office  
Visits  
Louisiana Alive/Washington Hilton 6:30 pm-9:00pm**

# United States Senate

WASHINGTON, DC 20510

January 25, 2011

Mr. Ken Moore  
Executive Director  
Interstate Shellfish Sanitation Conference  
209-2 Dawson Road  
Columbia, SC 29223

Dear Mr. Moore:

As you know, Congress recently passed P.L. 111-353 the "FDA Food Safety Modernization Act." We were proud to author section 114 of the law pertaining to the regulation of raw oysters. We wrote this language to provide the Secretary a waiver only if state regulators, the oyster industry, and Interstate Shellfish Sanitation Conference's, (ISSC), voting delegates approved the regulation or guideline proposed by the Food and Drug Administration or ISSC. As the ISSC moves forward, we wanted to clarify the intent of section 114(d) which states:

Waiver- The requirement of preparing a report under subsection (a) shall be waived if the Secretary issues a guidance that is adopted as a consensus agreement between Federal and State regulators and the oyster industry, acting through the Interstate Shellfish Sanitation Conference.

This clearly states that the oyster industry through ISSC should be an intricate part of the process. Specifically, the language is intended to ensure that new guidelines or regulations cannot move forward without the consensus from the oyster industry.

Thank you for the opportunity to clarify the intent of Congress in these matters. We look forward to working with you and the Interstate Shellfish Sanitation Conference on the implementation of the FDA Food Safety Modernization Act.

Sincerely,



David Vitter  
United States Senator



Mary Landrieu  
United States Senator

**H.R.2751**  
**FDA Food Safety Modernization Act**

**SEC. 114. REQUIREMENT FOR GUIDANCE RELATING TO  
POST HARVEST PROCESSING OF RAW OYSTERS.**

*(a) In General-* Not later than 90 days prior to the issuance of any guidance, regulation, or suggested amendment by the Food and Drug Administration to the National Shellfish Sanitation Program's Model Ordinance, or the issuance of any guidance or regulation by the Food and Drug Administration relating to the Seafood Hazard Analysis Critical Control Points Program of the Food and Drug Administration (parts 123 and 1240 of title 21, Code of Federal Regulations (or any successor regulations), where such guidance, regulation or suggested amendment relates to post harvest processing for raw oysters, the Secretary shall prepare and submit to the Committee on Health, Education, Labor, and Pensions of the Senate and the Committee on Energy and Commerce of the House of Representatives a report which shall include--

- (1) an assessment of how post harvest processing or other equivalent controls feasibly may be implemented in the fastest, safest, and most economical manner;*
- (2) the projected public health benefits of any proposed post harvest processing;*
- (3) the projected costs of compliance with such post harvest processing measures;*
- (4) the impact post harvest processing is expected to have on the sales, cost, and availability of raw oysters;*
- (5) criteria for ensuring post harvest processing standards will be applied equally to shellfish imported from all nations of origin;*
- (6) an evaluation of alternative measures to prevent, eliminate, or reduce to an acceptable level the occurrence of foodborne illness;*  
*and*
- (7) the extent to which the Food and Drug Administration has consulted with the States and other regulatory agencies, as appropriate, with regard to post harvest processing measures.*

*(b) Limitation-* Subsection (a) shall not apply to the guidance described in section 103(h).

*(c) Review and Evaluation-* Not later than 30 days after the Secretary issues a proposed regulation or guidance described in subsection (a), the Comptroller General of the United States shall--

- (1) review and evaluate the report described in (a) and report to Congress on the findings of the estimates and analysis in the report;*
- (2) compare such proposed regulation or guidance to similar regulations or guidance with respect to other regulated foods,*

*including a comparison of risks the Secretary may find associated with seafood and the instances of those risks in such other regulated foods; and*

*(3) evaluate the impact of post harvest processing on the competitiveness of the domestic oyster industry in the United States and in international markets.*

*(d) Waiver- The requirement of preparing a report under subsection (a) shall be waived if the Secretary issues a guidance that is adopted as a consensus agreement between Federal and State regulators and the oyster industry, acting through the Interstate Shellfish Sanitation Conference.*

*(e) Public Access- Any report prepared under this section shall be made available to the public.*

January 24, 2011

The Honorable Mary Landrieu  
United States Senate  
Washington DC 20510

Dear Senator Landrieu:

First, thanks for your service and leadership in Washington, D.C. You have been a champion for our state and especially for our state's seafood industry.

As you well know, the seafood industry is our state employs over 16,000 people and is a \$2.5 billion economic engine. The purpose of our letter today is to ask for your help once again.

We are working on an effort to address documented problems with the 2004 FDA/EPA advice to women who are pregnant, women who might be pregnant, nursing mothers and young children about eating fish and shellfish. This advice has unfortunately resulted in a number of unintentional consequences that could be negatively impacting the eating habits of Americans.

In 2004 the FDA/EPA aimed advice at women who are or might become pregnant, nursing mothers and young children. It starts by advising this targeted audience to eat a healthy amount of seafood every week. It then goes on to recommend that mothers and young children avoid four rarely-eaten fish, like shark or tilefish, because of their mercury content.

Unfortunately, many have interpreted the governmental advice as a warning to avoid fish and shellfish. Thus, following the advice's release, American families started eating less fish.

The government's advice has been felt far outside the intended population. Now, many more than just women and babies have reported eating less fish. A recent survey of American families found that 91 percent of parents with children under 12 did not feed their families the recommended two servings of seafood each week.

Scaring Americans away from fish and shellfish was certainly not the intention of the advisory, and research today strongly suggests it should be updated. Current science suggests there are overwhelming benefits to eating fish and shellfish and the clear result is a net health benefit, especially for pregnant woman and young children. That science was not available in 2004.

The unintended consequences of the 2004 advice are far-reaching. They impact everything from the seafood industry to our national health.

While we are all encouraging Americans to think more than ever about making smart food choices and fighting obesity, there is an official government policy being misinterpreted as recommending mothers and children should not eat any seafood at all.

It is our hope you will use your influence in the Senate and with the Obama administration and the Department of Health and Human Services to get the agencies to review more current science and consider rewriting the government's advice on fish and shellfish.

A new position that makes clear the health benefits of fish and shellfish would be a real win for Louisiana. It would help families make more informed choices, and help drive this important segment of the economy here in the United States.

Again, thank you for your work in Washington and your consideration of our views on this matter.

Tracking Consumer Attitudes  
Toward Seafood Safety  
Resulting from the Gulf Oil Spill

Findings from Base Wave  
December 2010

START WITH THE  
MAIN INGREDIENT  
LOUISIANA  
SEAFOOD  
Promotion and Marketing Board  
www.LouisianaSeafood.com

Dr. R. Wes Harrison – Louisiana State University  
Dennis Degeneffe – Principal Consultant 1 Consumer Centric Solutions LLC 

## Overview

- Background
- Methods
- Management Summary
- Implications
- Detailed Findings
  - A Current Snapshot of Consumer Concern and Behavior
  - Targeting Consumers – Heavy versus Light
  - Messaging – Message Recall and Reassurance
- Next Steps & Timing

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## Summary of CFST Survey May – October, 2010



- Level of concern about the Spill's affect on Seafood safety - started out at 88% in the early weeks, increased to a high of 91.4% by July – falling to 75.3% by October - 3/4ths of consumers indicating concern is a high level.
- Extreme concern started out at 47.6% in the early weeks of the spill, increased to 54% by July – falling to 28.2% by October. Also a high level.
- Percent of consumers saying they eat less seafood as a result of the spill - 50.7% in the early weeks increasing to 60.6% by July – falling to 48.3% by October.

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## Louisiana Seafood Promotion and Marketing Board (LSPMB) Survey



- To delve deeper into the impact the Gulf Oil Spill has had on seafood consumer attitudes.
  - A three wave tracking survey was commissioned to analyze ...
- ...national and regional consumer attitudes regarding food safety risks of seafood consumption following the Deep Water Horizon oil spill.
- ... the effectiveness of LSPMB communication strategies to recover lost consumer confidence in the safety of Gulf coast seafood.

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## Management Summary - Wave I December 2010



- Consumer concerns remain high – with approx. 71% of the respondents indicating some level of concern – down only slightly (4 percentage points) from the October CFST survey.
- Consumers reporting they have reduced their seafood consumption as a result of the oil spill is approx. 23% - also down (25 percentage points) relative to the October CFST survey.
- However, interestingly, consumers admit they don't know where their seafood is caught most of the time, so the extent of actual behavior change is open to question.
- Seafood safety concerns and their reported effects on consumption persist post spill – but at lower levels.



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## Management Summary Geographic Differences



- Some notable differences are evident for consumers in Gulf States vs. the remaining U.S.
  - Although high nationally, awareness and attention of the oil spill is somewhat higher in the Gulf States.
    - This may reflect a higher level of industry proximity/familiarity.
  - This higher awareness level may indicate that consumers in the Gulf states are a bit more “tuned-in” ...
    - Although many are still extremely concerned, there is a higher proportion of people expressing less concern than is true nationally.
    - Their higher attention level may have resulted in more positive news getting through to them.
  - The reported impact on consumption is also different – Avoiding fin fish is more of a focus in the Gulf States, while avoiding shellfish is more of a focus in the remaining U.S.
  - And, there is a difference in the substitutes that consumers are eating in place of seafood – in the Gulf States it tends more to be pork/red meat, while in the remaining U.S. it tends more to be chicken and vegetables – but in either case only about a third think the change is likely to be permanent.



## Management Summary - Messaging



- The most reassuring message for all seafood consumers are statements that communicate that *"closed waters are opened only after adequate testing to ensure seafood safety"* – but consumers report hearing less about these messages.
- Television is by far the dominant source of news and information on seafood safety for both heavy and light users – however there are some minor differences in channel preferences between heavy and light users. Internet is second and newspaper is third.
- Confidence in all parties involved in protecting the safety of seafood tends to be similar... however heavy users tend to place a little less confidence in all parties across the board with the exceptions of Commercial Fishermen and Seafood Trade Associations in whom they seem to have a bit more confidence.



## Implications



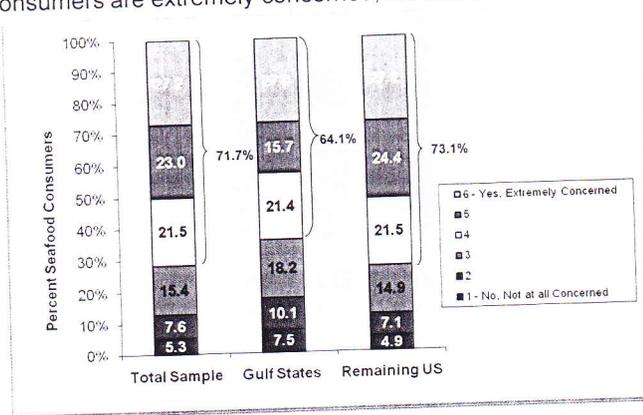
- Moving forward in restoring consumer confidence and consumption of seafood from the Gulf the challenges will be:
  - Dealing with the still high levels of concern among consumers.
  - Bringing the rest of the U.S. up to speed with those in Gulf States
  - Providing more adequate and credible information.
- To do this, it is important to get the message out that *"closed waters are opened only after adequate testing."*
- Recognizing that heavy users and light users may have somewhat different perceptions, levels of understanding and needs, it may be useful in crafting and delivering messages – and therefore should be studied further.
- Given that oil production in the Gulf will continue, and is likely to expand, there is an increased risk that oil spills will occur in the future.
- The Gulf seafood industry needs a long term strategy to manage consumers' safety/quality concerns associated with oil production in the Gulf.



## Concern Over Seafood Safety



- Slightly less than 3 in 4 consumers are concerned over the risk the Gulf Oil Spill poses to the safety of seafood from the Gulf, and about a quarter are extremely concerned.
- In the Gulf States, concern seems to be more "bi-modal" the same proportion of consumers are extremely concerned, but there are more who are less concerned.
- This may reflect the higher attention level and receptivity to positive messages.

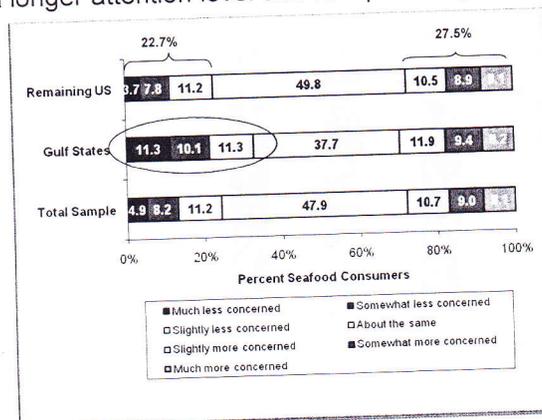


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## Concern Since the Well Was Capped



- Since the Oil Spill was capped, slightly more consumers indicate their concern has increased, but concern seems to have waned a bit more in the gulf states versus the remaining U.S., again probably reflecting a longer attention level and reception of positive news.

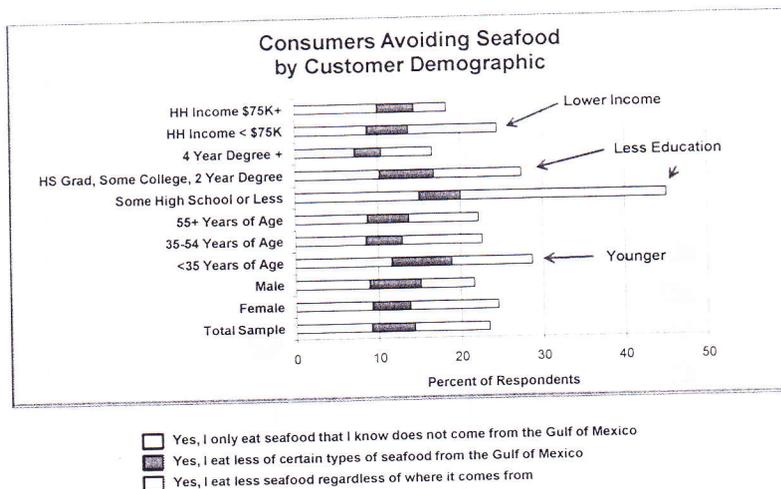


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## Who's Avoiding Seafood?



- All groups are affected, but less education, lower incomes and younger consumers appear more affected.

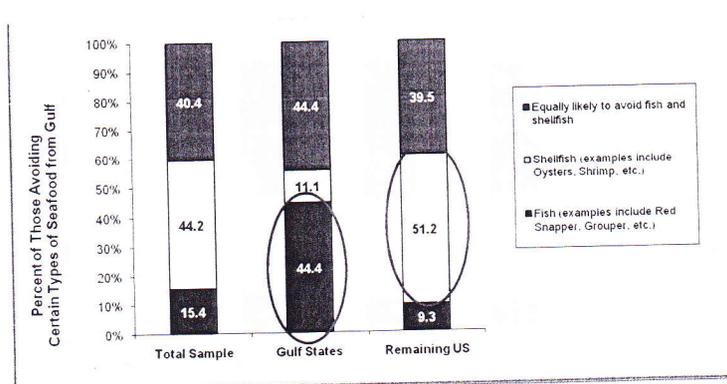


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## Types of Seafood Avoided



- Of those avoiding certain varieties of seafood from the gulf, those in gulf states are more focused on fin fish, while in the rest of the U.S. the focus is more on shellfish.

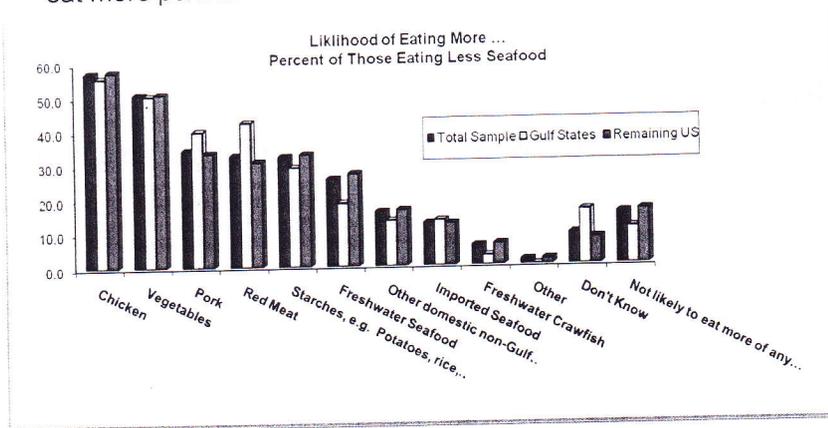


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## Substitutions for Seafood



- As a result of the Oil Spill, consumers expect to be eating more chicken and vegetables, but those in gulf states are more likely to eat more pork and red meat.



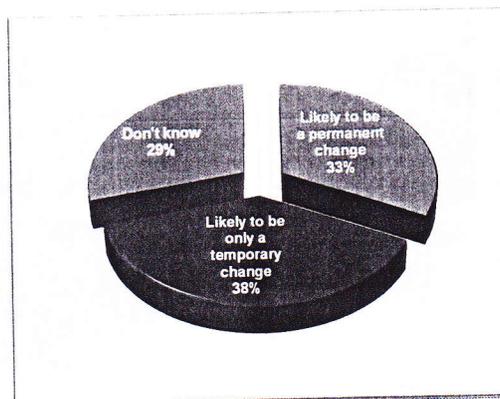
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## Expected Duration of Change in Consumption



- About a third of those changing their consumption, expect it to be permanent, but most consumers feel it is only temporary, or aren't sure.



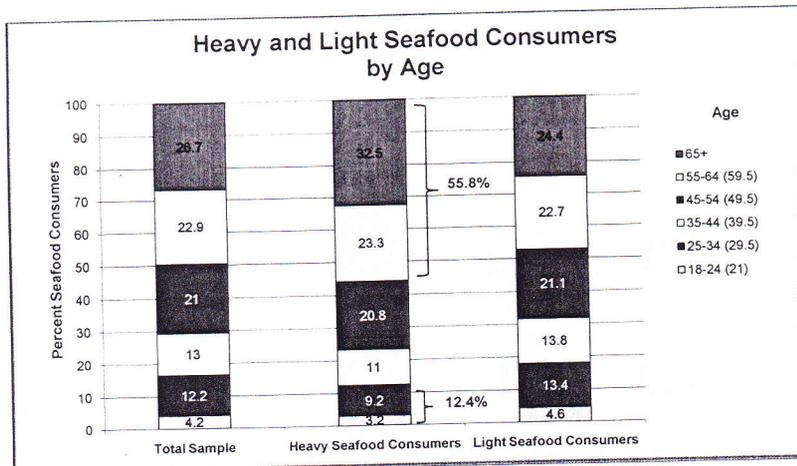
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## Seafood Consumption by Age



- People over 55 years of age are more frequent consumers of seafood. Younger consumers eat seafood less frequently.



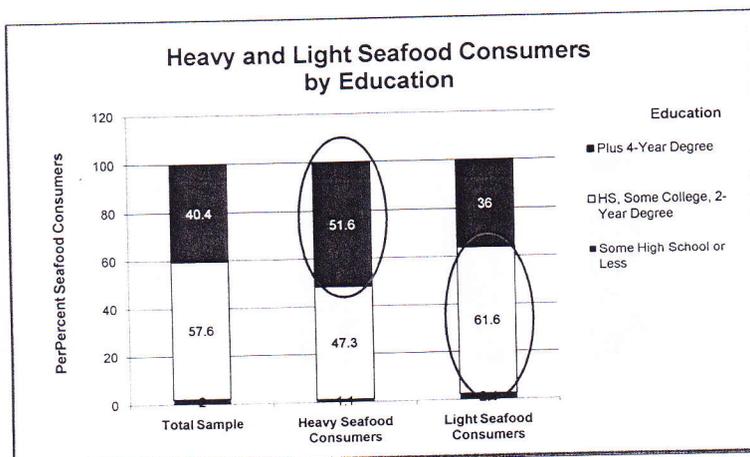
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## Seafood Consumption by Education



- Higher educated people eat more seafood. Less educated consumers eat seafood less frequently.



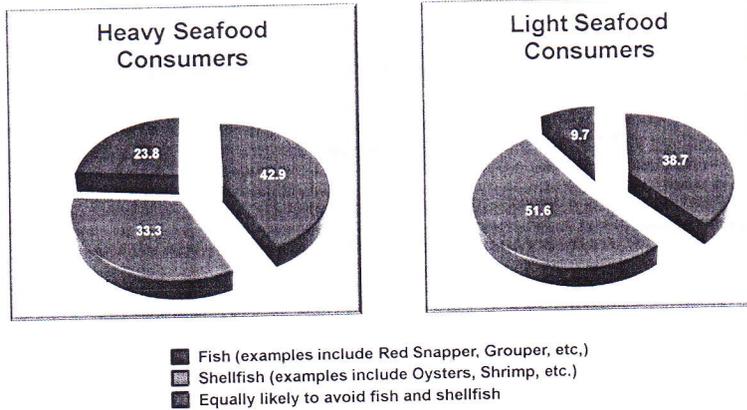
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## What types of seafood are being avoided?



- Of the heavy users avoiding seafood, about 4 in 10 say they avoid both fish & shellfish. But more than 5 in 10 of the light users are avoiding mostly shellfish.



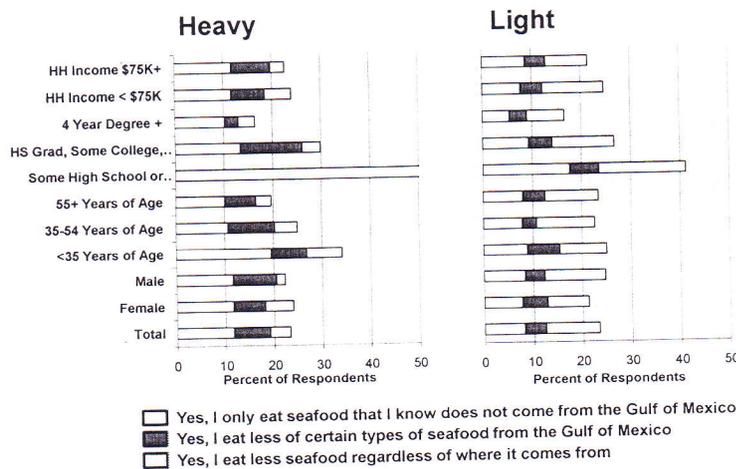
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## Who's Avoiding Seafood – heavy versus light



- Heavy users are more likely to avoid Gulf Seafood.
- Light users are more likely to avoid All Seafood



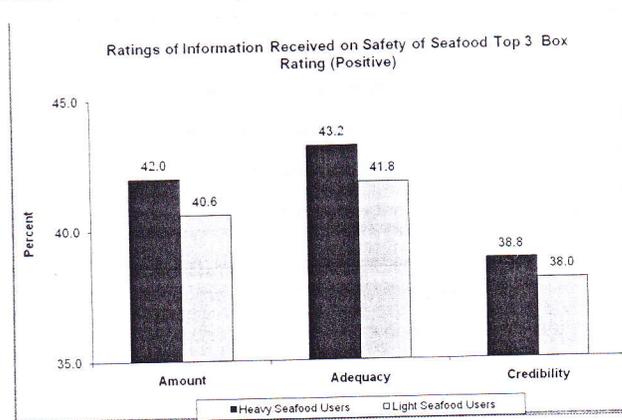
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## Ratings of Information Received



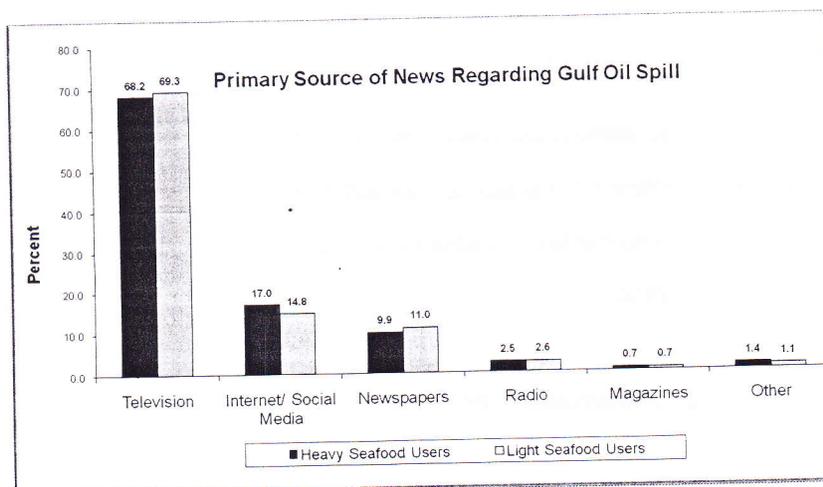
- Less than half of seafood consumers gave positive ratings of the amount, adequacy and credibility of the information. Credibility has the lowest ratings.
- Heavy Seafood consumers provide slightly higher ratings on all three measures – which likely reflects a higher interest level.



## Primary Source of News on Oil Spill



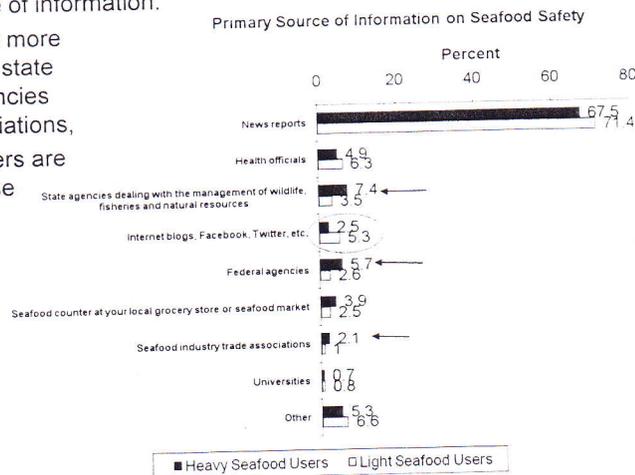
- The majority of seafood eaters by far get their news on the Gulf Oil Spill from television – whether they are heavy or light users.



## Primary Source of Information on Seafood Safety



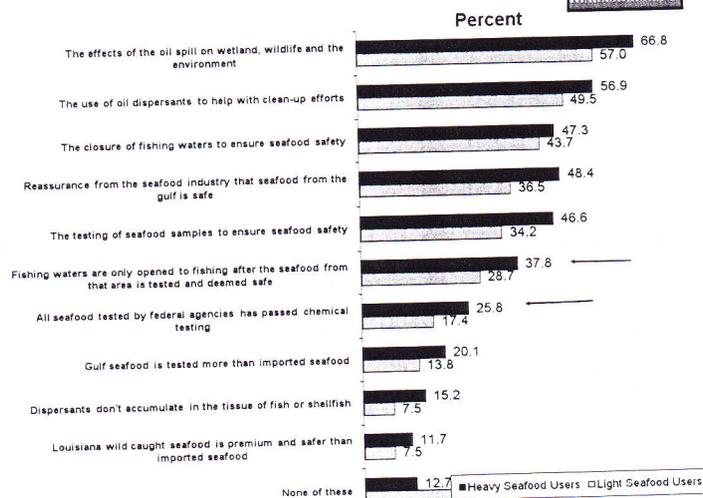
- Specifically with regard to seafood safety, news reports tend to be the dominant source of information.
- Heavy users are more likely to listen to state and federal agencies and trade associations,
- While lighter users are more likely to use social media.



## Messages Seen/Hheard about Oil Spill



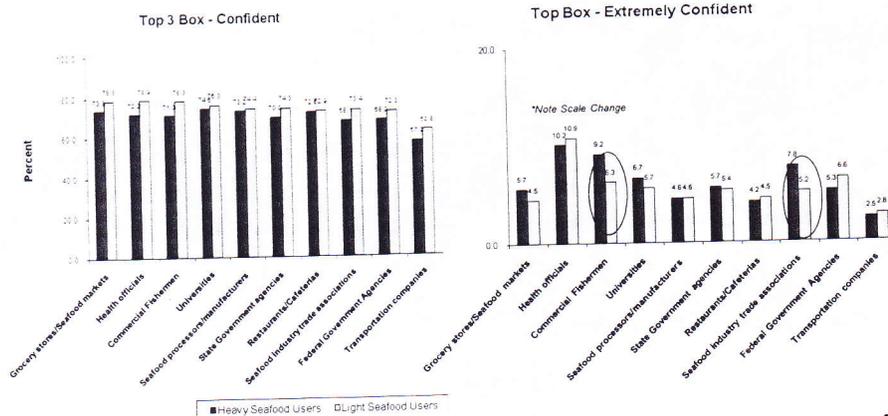
- Predominant messages seem to be negative in tone
  - Environmental impact
  - Use of dispersants
  - Closure of waters
- Heavy seafood users appear to be more "tuned-in" with respect to positive oil spill messaging – particularly with respect to:
  - Reassurance from the industry.
  - Testing for safety.



## Confidence in Ability to Protect Seafood Safety



- Confidence levels in all parties involved in protecting the safety of seafood are similar across all consumers - but heavy users tend to be slightly less confident across the board than light users.
- But some heavy users find higher confidence in commercial fishermen, and trade associations – perhaps these be leveraged more effectively?



## Next Steps



- LSPMB Plans for advertising and promotion – strategy and timing?
- Tweaking the Survey – Additional Messaging?
- Timing of the Second Wave – Target Date
- Segmentation Study – Strategic Marketing – Who to target? What to say?

## Research Questions ...



- *What are the long term effects on consumer confidence in the safety of Gulf Coast seafood?*
- *Has confidence recovered since the well has been capped?*
- *Is remaining concern attributed more to uncertainty about unaccounted for oil, or the large and widespread use of chemical dispersants?*
- *Which marketing/promotional strategies are most effective in restoring consumer confidence in the safety of its seafood?*
- *Are there differences across consumer segments (i.e., heavy seafood consumers versus light seafood consumer) regarding the level of concern and the impact on consumption behavior?*
- *Have seafood consumers substituted other seafood products (e.g. fresh water products such as crawfish and catfish, or imported farm raised shrimp) for Gulf coast shrimp, oysters, crab or finfish? Is this substitution temporary or permanent?*

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## Management Summary Demographic Differences



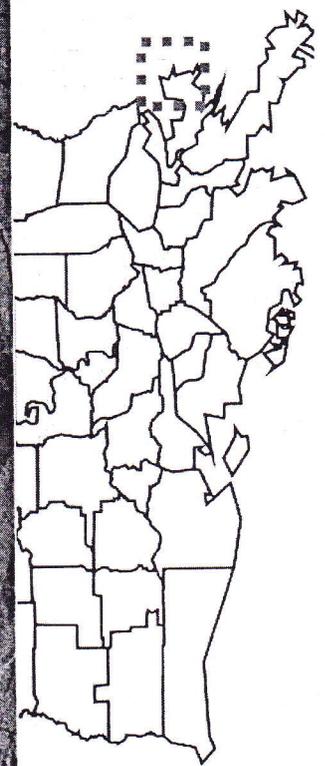
- **Demographically, those tending to avoid seafood are socio-economically downscale**
  - lower income and education
  - younger
  - suggesting that those changing their consumption may lack perspective.



# CSA 1 January 2011 Dredge Data

\*NOTE: information shown is average number of live oysters collected in three replicate dredge tows per location.

Sp = Spat Size; Sd = Seed Size; Sk = Sack (Market) Size; Mort = Recent mortality of seed and sack-size oysters combined; NS = no sample collected.



**Cabbage Reef**  
Sp: 4.7  
Sd: 2.7  
Sk: 0.0  
Mort: 11.1%

**Turkey Bayou**  
Sp: 7.3  
Sd: 9.7  
Sk: 0.7  
Mort: 6.1%

**Johnson Bayou**  
Sp: 42.7  
Sd: 39.7  
Sk: 21.0  
Mort: 2.7%

**Grand Banks**  
Sp: 20.0  
Sd: 9.5  
Sk: 4.0  
Mort: 0.0%

**3-Mile**  
Sp: 23.0  
Sd: 7.0  
Sk: 11.3  
Mort: 13.6%

**Grassy Island**  
Sp: 6.7  
Sd: 10.0  
Sk: 8.0  
Mort: 6.9%

**Petit Island**  
Sp: 14.3  
Sd: 18.0  
Sk: 10.7  
Mort: 2.3%

**Lake Borgne 3**  
Sp: 0.3  
Sd: 3.0  
Sk: 8.0  
Mort: 5.7%

**Lake Borgne 1**  
Sp: NS  
Sd: NS  
Sk: NS  
Mort: N/A

**Lake Borgne 2**  
Sp: NS  
Sd: NS  
Sk: NS  
Mort: N/A

**W. Karako Bay**  
Sp: 11.3  
Sd: 6.0  
Sk: 4.0  
Mort: 0.0%

**E. Karako Bay**  
Sp: 4.0  
Sd: 2.0  
Sk: 0.3  
Mort: 22.2%

**Drum Bay**  
Sp: 26.7  
Sd: 10.3  
Sk: 6.3  
Mort: 3.8%

**Morgan Harbor**  
Sp: 3.3  
Sd: 4.7  
Sk: 6.0  
Mort: 0.0%

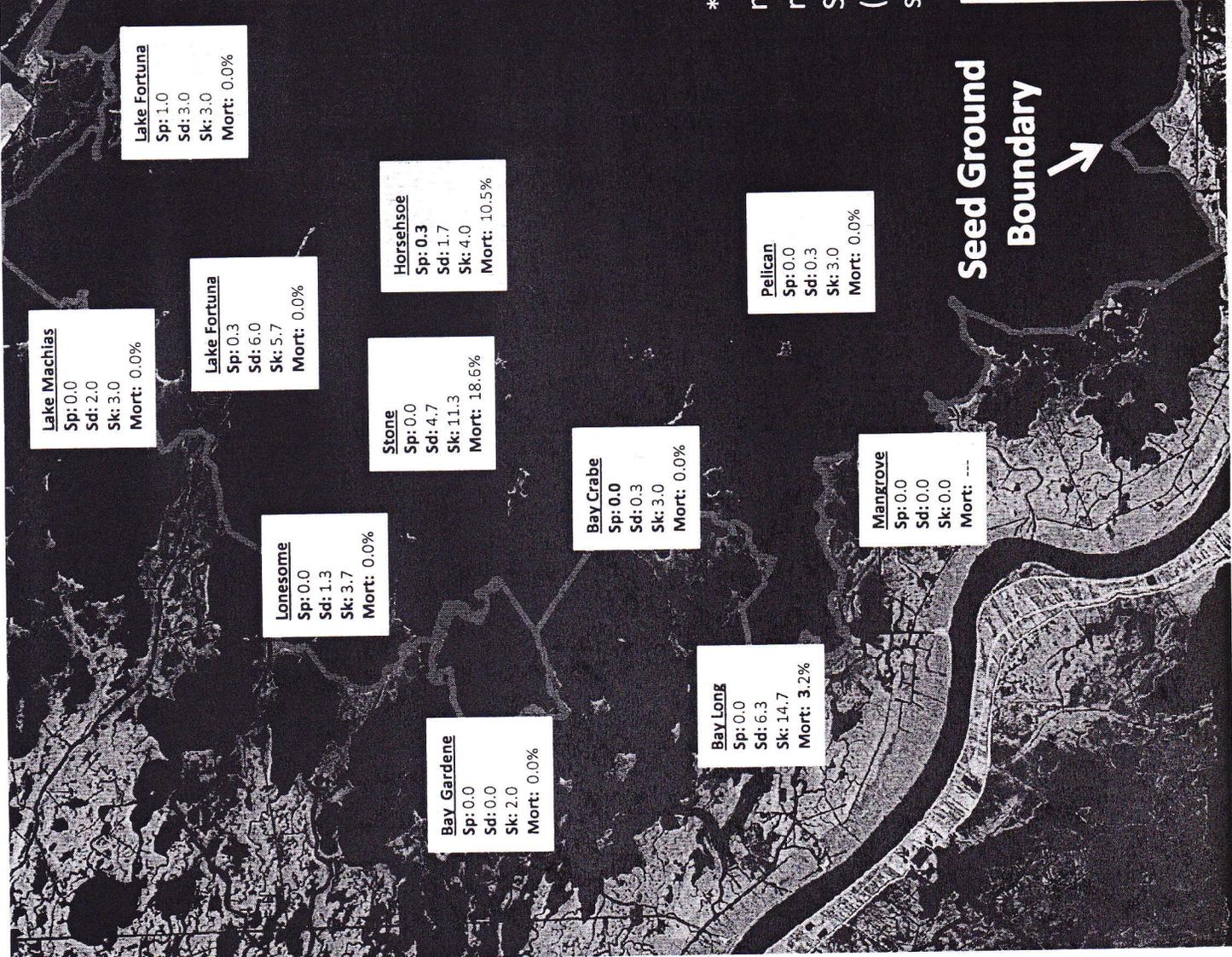
# CSA 2

## January 2011

### Dredge Data

\*NOTE: Information shown is average number of live oysters collected in three replicate dredge tows per location. Sp = Spat Size; Sd = Seed Size; Sk = Sack (Market) Size; Mort = Recent mortality of seed and sack-size oysters combined.

**Seed Ground Boundary**



**LOUISIANA OYSTER TASK FORCE**  
 2021 Lakeshore Drive Suite 300 New Orleans LA 70122

Activity: \_\_\_\_\_

Meeting Date: \_\_\_\_\_

Location: \_\_\_\_\_

*If you provided transportation to this meeting, you are entitled to travel reimbursement.*

*Beginning Mileage* \_\_\_\_\_

*Ending Mileage* \_\_\_\_\_

*Time Departed* \_\_\_\_\_

*Time Returned* \_\_\_\_\_

Travel incurred: \_\_\_ Round Trip Miles @ ~~.52~~ cents per mile \$ \_\_\_\_\_

.48

TOTAL \$ \_\_\_\_\_

OTF Member's Signature \_\_\_\_\_

Date \_\_\_\_\_

Approved By \_\_\_\_\_

Date \_\_\_\_\_

Approved By \_\_\_\_\_

Date \_\_\_\_\_

OTF Member's Signature \_\_\_\_\_

Date \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

Travel incurred: \_\_\_ Round Trip Miles @ ~~.52~~ cents per mile \$ \_\_\_\_\_

.48

*Time Returned* \_\_\_\_\_

*Time Departed* \_\_\_\_\_

*Ending Mileage* \_\_\_\_\_

*Beginning Mileage* \_\_\_\_\_

*reimbursement.*

*If you provided transportation to this meeting, you are entitled to travel*  
 Activity: \_\_\_\_\_  
 Meeting Date: \_\_\_\_\_  
 Location: \_\_\_\_\_